



of aruba

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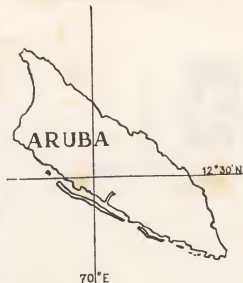
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ECHO OF

ARUBA

AN ECONOMIC MONTHLY
Vo. III, nr. 11, December 1961



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Aruba Trade and Industry Association*

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1962

Publisher's Page

Another year lies practically behind us, a year of economic recession, but also a year in which vigorous start has been made to lay the foundations for a highly expanded economy.

The worst is definitely behind us and the meager year we hope, will be followed by a year of prosperity. The construction of the new projects will require a big labor force and in this way alleviate the unemployment problem.

The staff of this Publication wishes to make use of this opportunity to thank its advertisers for their continued support, while wishing all readers A Merry Christmas and a very Prosperous, Healthy and Happy 1962.

Página de los Publicadores

Otro año toca casi a su fin, un año de receso económico, pero también un año en que se dió énergicamente impulso para formar la base de una economía mucha más ensanchada.

Cierto es que ya tuvimos lo peor y esperamos que al año pobre siga un año de prosperidad.

La construcción de los nuevos proyectos necesitará una amplia fuerza de trabajo y de esta manera se aliviará el problema de la falta de empleo.

El cuerpo de redactores de este mensual aprovecha la oportunidad para agradecer a sus anunciantes por su constante apoyo que en tan amplia medida se han servido dispensarnos y para desear a todos nuestros lectores Felices Pascuas y Próspero Año Nuevo.

Qualified entrance into E.E.C.

After considerable wrangling, lasting almost two years, from January 1960 till October 1961, France finally agreed to the association of the Netherlands Antilles with the common market, to take effect well into 1962. But only after an important, and in our opinion basically wrong, concession on the part of the Dutch government.

As discussed before in these pages, France fears the competition of "outside" oil for "her", still undeveloped, Sahara oil and it is not difficult to deduce from the overall attitude that France would like to have some sort of a monopoly for Sahara crude for the whole common market, if the Sahara oil ever starts to flow in quantities and if the Sahara is then still French territory. When discussing these problems, it was also put forward, tentatively, that association of Great Britain with the common market would not be a bad idea, in order to create a counterbalance against French influence.

The EFTA did crumble and not only the EFTA-members, but also the United States are seeking entrance into the common market. In other words, the principles of free trade are again being promoted and are again winning through, viz. by widening the circle of preference. Is it not the aim of the common market to solve the problem of how to install a truly international economy while at the same time protecting the national economy? That is free trade without the dangers of a "laissez faire, laissez passer" system. The concession the Dutch government made, was that it accepted a ceiling with regards to the quantity of oil-imports from the Netherlands Antilles. A quota of two million tons a year may be imported on preferential terms, this figure being the average over a period of five years.

The export of refined oil products from the Netherlands Antilles to Europe dwindled in the past years, was especially low in 1960, and is now about 1,5 million tons, mainly to balance intermittent shortages in the capacity of European refineries; one might term this to be a stop-gap export. From the figures, it appears that there is a lee-way of 33 1/3 percent, so why should we be disappointed? Those, who reason this way forget the important economical and psychological factors involved in the peculiar set-up of the Netherlands Antilles. Such a reasoning might be the result of a slide-rule calculation, made in the Ministry of Economic Affairs in Holland. If so, we can not imagine that a slide-rule calculation could possibly tally with the perspicacity of a Ministry of For-

eign Affairs, primarily concerned with the over-all picture.

The purpose of the E.E.C. is to create one, integrated, economy or, as we expressed it, to promote free trade in a certain, ever-increasing, circle. A ceiling, a quota is against the very principle of the E.E.C.

Our first and most important objection is against this violation of the principles of the E.E.C.

The question arises, whether a qualified association is to be considered an association and whether it serves any purpose.

We also take into account that any member has the right to veto another member's imports above the ceiling.

Secondly, this ceiling is quite illogical. Why is Sahara oil considered to be a French product, more so than Antillean refined products are of Netherlands Kingdom origin? There cannot possibly be an argument against the fact that we bought the crude from Venezuela, for, if so, then all industries dedicated to improvement are to be scratched.

Furthermore, there are no ceilings on the products or the raw materials from the former French colonies. There are no ceilings on the Russian oil, imported through Italy. It would be in the interest of the E.E.C. to put a stop, not even a ceiling, to these dangerous imports, which favour our antagonists in two ways, through the purchasing power for Russia and through the repercussions they have in other countries, e.g. in Venezuela. The Russian profit is two-sided, they eat their cake and have it. Why not give us a chance to buy more from Venezuela and to push the Russian oil from the market? Our second objection is that this ceiling is unwise. Third, it does not seem right that one country can preserve for herself a big slice of a market for future production. Is it possible under the E.E.C. agreement to install a claim for future needs? This to the detriment of real and present needs in the Netherlands Antilles.

We too want to discuss our future needs with a view to the future association of Great Britain with the E.E.C. It so happens that the Aruban refinery serves the English market for part of the year, during which it replaces the English refinery. We suggest that at the moment of the entrance of Great Britain, the ceiling is removed.

If the ceiling is not removed we fear that the association of the Netherlands Antilles with the E.E.C. is an empty gesture, void of any real importance to our oil industry.

THE ARUBA TRADE AND INDUSTRY ASSOCIATION WISHES ITS MEMBERS, THE
GOVERNMENT AUTHORITIES AND ITS SYMPATHIZERS

A Merry Christmas and a Happy 1962

WAT KAN KAN KAN KAN ALLEEN

Nassastraat, Oranjestad
Jewels from 1918

Quo Vadis Surinam?

For considerable time now in this country we hear the sound and the fury from our sister country Surinam (sister country within the Netherlands Kingdom), that independence should be granted. In earlier articles this publication has commented on the desires in Surinam in this respect, particularly during this years negotiations in The Hague, which discussions had as subject possible changes to be effected in the Constitution governing the relations between the autonomous partners within the Kingdom with the mother country, The Netherlands.

Since however, and particularly since the successful election campaign of Dr. Cheddi Jagan, in British Guyana, these sounds have increased, at least if one has to believe newspaper reports from Paramaribo.

Opposition spokesmen maintain that the wishes of the Council of Ministers and of the extremists are not to be considered representative of the Surinam population.

Be this true or not, it can not be avoided to conclude, that at least some segments in Surinam, possibly for political motives (the elections are to be held in 1962) are propagating independence for Surinam at an early date and in fact some separation from the Kingdom.

Surinam has for some seven years now enjoyed considerable aid from the Netherlands mother country to the tune of some Fl. 100 million, which aid has been utilized to great success in the expansion of the Surinam economy.

If a majority of the Surinam population do really expect independence shortly, what do responsible circles expect with regard to future aid? Do they consider steps similar to the ones taken by Dr. Jagan, namely playing Washington against Moscow, the dangerous but extremely popular diplomatic international game, played continuously by new born countries all over the world? With recent success achieved in Washington and Ottawa by Dr. Jagan, some circles may deem this way a possible out. It goes without saying, that the Surinam citizens can not

expect that The Netherlands Government will demonstrate the same attitude as in the past, while at the same time international Finance, Industrial and Mining Companies would be inclined to consider the political moves to be suspect, at least. One may see this in many other countries as well. Even Ghana, which appeals to the imagination of so many other countries, has experienced that international development programs have lagged considerably since its political moves became suspect, and promised aid has not been forthcoming as yet for the so long discussed Volta Project.

At the same time, the attitude of Surinam may harm the Netherlands Antilles internationally as well and for this purpose it seems right and opportune to state once again the attitude demonstrated by the Government of the Netherlands Antilles and living in its population, which appears to be, the honest and spiritual interpretation of the Constitution of the Netherlands Kingdom, as entered into in 1954, which guarantees our country internal self determination, joint Defense and Foreign Affairs decisions and the assurance of Western, Democratic principles in Law, Government and International agreements. In this way the economic future of the Netherlands Antilles seems secure. We hope and trust, that the same may be said in years to come about our sister country Surinam, with which the Netherlands Antilles have many intensive relations.

It should not be tolerated that these parts of the Kingdom take the risk of political turmoil, so many times connected with too much too soon, with the consequences of a struggle for power between Democracy and Communism. Although this kind of struggle is attractive to some political opportunists in many countries in the Caribbean, the occurrence of them in the countries concerned have proven to be a disaster to their economic future and the wellbeing of the population.

Contact Meeting

On November 29, 1961 the Aruba Trade And Industry Association held a Contact Meeting with the Members in the Conference Room of the Aruba Caribbean Hotel-Casino.

Mr. L. Berlinski, First Vice President, presided the Meeting substituting for President A. M. Arends who was indisposed. In all approximately thirty-five persons attended.

In his speech the Presiding Officer outlined the activities of the Board since the last General Meeting. These included the formation of the Contact Commissie Bedrijfsleven Aruba-Curaçao, and several actions taken to protect the interests of businessmen in general in Aruba. Mention was made also of plans to hold some sort of a

Trade And Industry Convention jointly with the Curaçao Trade And Industry Association, the Chambers of Commerce of Aruba and Curaçao etc. in the early part of 1962.

Complimentary words were used toward the Netherlands Government for their generous aid presently being made available to Aruba for the new projects.

Two very interesting films were shown by Board Member Adriaan Arends, courtesy of K.L.M. Royal Dutch Airlines, entitled "Carousel" and "Music in Amsterdam."

Scarce use was made by the Members of the Open Discussion.

The Meeting was adjourned at approximately 11 p.m.



THE FOLLOWING PRESTIGIOUS ENTERPRISES IN ARUBA
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Appeal to the Radio Authorities

In the recent years radio communications within the Netherlands Antilles have improved considerably. Nevertheless for the year 1962 there remains one wish to be fulfilled:

Day and night continuous Radio Communications between Aruba and Curaçao.

Presently between 8 p.m. and 8 a.m. only wires may be sent as communication.

The equipment is there, the competent personnel is available, to maintain continuous radio communications day and night.

Scholarship By Y's Men's Club

Many times one hears of scholarships being made available by Government Institutions, large industrial enterprises such as Lago Oil And Transport Co., Ltd., but hardly does one hear of scholarships being made available by small groups of Community minded individuals. No criticism is of course implied, whereas Lion's Club, Rotary Club etc. have always generously contributed to community affairs as well as the now dormant Aruba Scholarship Foundation founded and headed by Mr. J. H. Beaujon in 1955.

In this instance, however, a group of some 20 employed individuals united in the Y's Men's Club of the Y.M.C.A. in San Nicholas Aruba contributed with their own limited funds to enable a 13 year old promising primary school student of a low income family, Naise Lee, whose mother's income forms the sole source of support, to continue studying at the high school in Oranjestad.

No splashes of publicity were made and particularly for this reason this Club should be recognized and applauded for its laudable initiative.

Important Resolution Adopted

The Aruba Trade And Industry Association in a Board Meeting convened adopted unanimously a resolution proposed by the Chamber of Commerce of the Americas to wholeheartedly support the principles of President Ken-

nedy's "Alliance for Progress" program. It was decided that the contents of the resolution would be brought to the attention of the Lt. Governor of Aruba, by a committee headed by the A.T.I.A. President Mr. A. M. Arends.



Max Arends over het Aruba van een halve eeuw terug

In 1914 heeft Max F. Arends, bekend koopman op Aruba, een artikel geschreven in het toen verschenen Aruba-nummer van het orgaan van het A.N.V. Neerlandia. „De voornaamste produkten voor het levensonderhoud der Arubanen,” aldus de heer Arends in zijn artikel dat een uitmuntend beeld schept van het leven op ons eiland bijna een halve eeuw geleden, „zijn maïs en bonen, en voor de uitvoerhandel aloë, pinda's en dividivi.”

Ofschoon er natuurlijk nog Arubanen zijn, die zich deze tijd kunnen herinneren, is het voor de meesten onzer, vertrouwd als wij zijn met een volkomen geïndustrialiseerd Aruba, wel moeilijk ons in te denken, hoe op onze bodem en met onze schrale regenval daar een menswaardig bestaan aan te ontfanen viel. Dat dééd het ook niet. Aruba was arm.

Om de kans op een goede oogst te verhogen, hadden degenen die zich dat veroorloven konden, twee stukken grond: een stuk vette kleigrond of wat daar op ons eiland

voor doorgaat, en een stuk schrale zandgrond. Viel er namelijk veel regen, dan was dit schadelijk voor de gewassen op de vette klei, maar goed voor wat op de zandgrond stond. En viel er weinig regen, dan leverde de oogst op de kleigrond nog wel wat op. Pogingen om Jerusalem corn, Yellow mallow corn e.d. hier in te voeren, hebben op den duur geen goede resultaten opgeleverd, zodat de oude Arubanen het vijftig jaar geleden hielden by *maishi rabo*.

Uit een vorig artikel herinnert men zich, dat geiten- en schapemest van Aruba werd uitgevoerd naar elders. De landbouwende Arubanen, zoals de heer Arends, bepleitten met klem een uitvoerverbod van mest, omdat „gronden, die goed bemest worden, niets van hun voortbrengingskracht verliezen. Zij beweren, dat de mest tot vruchtbaarheid van de grond gebruikt, zeer rentegevend is, doordat zij de goede oogst zeer bevordert. Men zou, aldus de heer Arends, kunnen beweren, dat eerder invoer van mest dan uitvoer wenselijk was.”

Het is interessant nu te lezen van moeilijkheden, waarmede men goed één generatie terug op Aruba te worstelen had. Een daarvan was de z.g. maba. Wanneer de maïs namelijk tot zekere hoogte was gekomen (1 à 2 voet), kon het gebeuren bij langdurige droogte of te veel vochtigheid — zoek het dus maar uit! — dat zich een vocht aan de plant vormde, een soort olie, die van lichtgeel in zwart overging en die zo dik werd als stroop. Deze plaag werd maba genoemd in het Papiament en veroorzaakte veel schade doordat zij de groei van de plant verlamde. Naar gelang de maba ontstond door langdurige droogte of door te veel vochtigheid, werd zij door zware regens afgespoeld of door de felle zon en harde wind uitgedroogd. Wanneer nu de vrucht zich zette in de tapushi (kuif), dan bestond het grootste gevaar en gebeurde het menigmaal, dat in een nacht de gehele oogst verloren ging. Deze plaag, die de maïsvrucht beelaagde, werd in het Papiament de musca genoemd; het was een klein geel insect, dat bij duizenden om de tapushi krioelde, de melk die nodig is voor de bevruchting van de korrel, uitzoog en zo de vrucht doodde. De enige bondgenoot in de strijd tegen de musca was de passaat, want in het begin van onze eeuw bestonden er nog geen anti-insectenmiddelen in de vorm van een spray of zo. Een windloze tijd, zoals wij die nu in oktober hebben meegemaakt en die wij eigenlijk wel eens een prettige afwisseling vonden van de altijd gierende passaat, veroorzaakte vroeger een algemene opschudding. Niet alleen de canuco, maar ook heel Oranjestad was als lam geslagen: tin musca (er is de musca). Het gevaar van mislukking van de oogst met het onafwendbare gevolg: hongersnood, dreigde dan.

Wanneer de vrucht zich eenmaal gezet had, kan de musca geen kwaad meer doen, maar dan dreigde de volgende plaag: rupsen kwamen dan hun deel van de oogst opeisen. Hiertegen bestond een afdoend middel, maar men moet werkelijk Arubaan zijn om zoveel wilskracht op te brengen, dat men dit middel te baat nam. Of was het de dreigende honger? Iedereen, die lang genoeg was om tot de tapishi te kunnen reiken, ging gewapend met een blik, meestal een petroleumblik, de akkers in, om maïskuif na maïskuif stuk voor stuk na te kijken of er een rupsje in zat. Was dit zo, dan moest je de kuif of tapushi zolang schudden tot de rups in het blik viel. Dit werk moest men enkele malen, tot wel vijf maal toe herhalen. Maar Arubanen rusten niet voor zij hun doel bereikt hebben en zo kwam de Arubaan in de strijd met de rupsen als overwinnaar uit de strijd.

De rups was de laatste vijand. Korte tijd later werden de stokken gesneden, op hopen gezet en later ging men de tapushi's afsnijden en in zakken doen. Onder blij gezang en geschreeuw werd de oogst dan in de schuur geborgen, niet dan nadat men de pastoor een presentje had gebreukt.

Bonen waren een typisch produkt van Aruba. Op geen der andere eilanden had men zulke lekkere bonen als op Aruba. Er waren hier allerlei soorten: Janchikok, jebes, prinses, karanshu, bonofees, marins, jenjé, wowoprefu, boonchi corrá, wandu, boonchi shinshi en misschien nog wel meer, maar dit zijn zo de namen die wij konden achterhalen.

De bonen werden vanwege hun kwaliteit, ook veel uitgevoerd.

De oogst van maïs en bonen was in het vroegere Arubaanse huishouden tot onderhoud van het eigen gezin. Maar ieder die een stukje grond had, beplante een deel daarvan met pinda's. De pinda-oogst was oudtijds bestemd om kleren, schoenen en andere benodigdheden van te kopen, en niet te vergeten, schulden af te betalen. Men berekende eenvoudigweg zijn grondje: deze hoge grond is goed voor maïs, die lage met waterafloop is voor de pinda's en het hoekje ginds voor bonen. De pinda-oogst viel echter nogal eens tegen, omdat deze aardvrucht veel regen moet hebben. Voor de pinda's moest men dus geld maken. De vrucht werd daarom aan bepaalde handelaars verkocht; de prijs varieerde naar gelang de oogst.

Het voornaamste uitvoerprodukt was evenwel de aloë. Het snijden van de aloë vond juist plaats in het droge seizoen, wanneer de arbeidersbevolking zonder werk en inkomsten was, ongeveer van maart tot eind juli. Hoe dit in zijn werk ging kan men nog wel zien in de canuco, maar misschien zijn er wel lezers van de Echo die niet van de asfaltwegen afgaan. Arubanen zijn vroeg uit de veren; heel vroeg beginnen zij de aloë te snijden en in van twee planken gevormde schuinsliggende bakken te leggen, waardoor de olie uit de lage punt in een blik of kistje loopt. Wanneer dit vol is, wordt de olie gedaan in een z.g. halivat (een woord dat ontstaan is uit 'half vat'), een maat van 8 gallon, en naar de oven gebracht. Daar wordt zij gekookt en als hars bereid en is dan gereed om te worden geëxporteerd. Ongeveer een halve eeuw geleden beurde een arbeider tussen de 25 en 50 cts. per halivat en in één dag kon zo iemand 4 à 5 halivats vullen.

J. HARTOG

(Nadruk verboden).

Opening Autorama N.V.

Onder grote belangstelling werd zaterdag, 9 december 1961 de nieuwe garage Autorama Motor Company N.V. door de Gezaghebber F. J. C. Beaujon geopend. Autorama is dealer voor Volkswagen en Peugeot. De directie bestaat uit de Heren Wong Kit Hong, Fred Wong, A. Tjong en H. Schnogg. De heer Fred Wong zal zich be-

lasten met de verkoop, terwijl de heer H. Schnogg, welbekend van de Garage Cordia te Curaçao, de technische leiding in handen neemt. Ongetwijfeld zal dit nieuwe bedrijf een aanwinst zijn voor Aruba. Wij wensen Autorama veel succes toe.



DATELINE MANHATTAN

"How difficult it is and how far....."

It may be superfluous to remind the reader of the existence of that glorious book of which the title CAMERA OBSCURA speaks for itself. This Dutch classic would of course have attained a global popularity if it had been written in a language, understood by all parts of the world.

Hildebrand's Camera Obscura fixes its lens on people and their circumstances. One of the chapters is „Hoe warm het was in hoe ver“.

After having planned this column I was looking for a headline which contains more or less what I want to express. Which has nothing to do with Hildebrand's Haarlem but with Aruba's public relations virtuosi. Thoughts can go that far.....

Under another Manhattan Dateline it was mentioned that the American government is preparing a campaign which aims to promote tourism to the United States of America. Washington officially does not dislike the fact that Americans spend yearly hundreds of millions of dollars abroad. But it should like to attract more foreigners to the American shores. I do not know how big a problem this is but it is a natural one.

Everyone connected in one way or another with tourism is anxious to see the results of the campaign which is conducted by Mr. Voit Gilmore, Director of the United States Travel Service.

An item in the newspapers informed that the Department of Commerce has invited six advertising agencies and six public relations organizations to make formal presentations for selection by the new United Travel Service.

The travel service required that agencies soliciting the account have facilities in three or more of fourteen designated countries abroad. The overseas facilities, in addition, must be more than a year old, according to the United Press International service. The 12 agencies selected all have central offices in New York City. They are variously represented in England, West Germany, France, Mexico, Venezuela, Japan, Australia, New Zealand, Brazil, Colombia, Italy, the Netherlands, Belgium and Switzerland. Advertising agencies invited to make presentations were Batton, Barton, Durstine & Osborne, Inc.; Ellington & Co.; Fuller & Smith & Ross, Inc.; Interpublic; Kenyon & Eckhardt; and Ogilvy, Benson and Mather.

Public relations agencies being considered were Barnett & Reef Associates, Inc.; Communications Affiliates, Inc.; Hamilton Wright Organizations, Inc.; Patrick Dolan Associates, Ltd., a subsidiary of B.B.D. & O. International; the Roy Bernhard Company, Inc.; and Walker & Crenshaw, Inc.

Aruba and Curaçao conduct in the United States separate information centers, which serve of course also the

interest of the essential public relations.

In a way tourism can be compared by show business of which this writer, who had been connected professionally more than a quarter of a century with it, happens to know some details.

Theatres which do not concentrate on the necessity of showing from time to time some extraordinary attraction, theatres of which the owners forget the fact that the curiosity of their audiences has to be excited from time to time, are inevitably exposed to a slow but certain death.

Publicity is subject to the same laws as show business. It is difficult to handle for two reasons. At the same time it has to renew its methods and it has also to repeat and repeat the same themes and names.

It is not completely unknown that it demands some secret strategy to persuade the editors of travel and resort sections of big newspapers to devote professional attention to the subject which is so dear and near to the heart of public relations people, connected with the tourism business. Those p.r.-men need the cooperation of editors. This is a highly subtle task to perform and the head of a U.N. delegation lives in the same tensions which diplomacy creates. The perfect p.r.man is conscious of the bitter truth that one word spoken with an unwanted surplus of emphasis not only destroys the best efforts but also badly needed goodwill.

The excellent p.r.-men, in charge with the interests of Aruba have not to be told how difficult, how risky their operations are. It may be useful to contact the reader somewhat with the existence of this complicated business policy.

It is of course a necessity that the word Aruba becomes a common sound in the ears of the traveling public. General Motors, Sears Roebuck, Ford, General Electric, Gimbel, Macy's, Montgomery Ward, to name a few of the giants, acknowledge day after day the necessity to advertise their names.

Recently I read under the inspiring headline "The Netherlands Antilles: Holland with Sunshine" in the NY Herald Tribune a pleasant piece about the islands. The writer (or writers) emphasized that American vacationers, traveling to the West Indies in ever increasing numbers have discovered four interesting Dutch islands that previously were overshadowed by larger and better-known resorts.

Politics entered the article by the undeniable statement that now thousands of tourists have been diverted from Cuba. And since many prefer to try a new spot instead of going to one they already have seen, they're casting about for new vacation experiences.

Some tourists, the Her. Trib. reads, find this new flavor:

in the unspoiled beaches and mountain scenery of St. Maarten, a Dutch-French island east of Puerto Rico; some in sunny Aruba and Curaçao, the principal islands in the Netherlands Antilles; and others in the island of Bonaire, excellent for fishermen.

The importance of this kind of "general publicity" can not be underrated. Because there are other Caribbean islands which follow the example offered especially by Aruba and Curaçao. The "Service de Presse et d'Information", which is a division of the French Embassy in the United States undertakes during the recent months an expertly conducted campaign in behalf of French Guiana, Martinique, Guadeloupe, Reunion ("the perfume island").

Four booklets have already been published. They are filled with statistical and general details and with interesting pictures. I do not know the extent of this campaign, but it is something to watch with interest. And to follow with professional eyes.

To return to the publicity in the columns of the Herald Tribune in behalf of Aruba, that paper wants its readers to know that the breeze-swept island of Aruba has become increasingly popular with Americans since a luxury-type hotel was erected on its four-mile beach two years ago.

The natural scenery in Aruba is so different from what most of us see at home, the Trib. continues, that it is interesting and somewhat startling. All over the arid island

there are little pastel-colored houses surrounded by cactus fences to keep out the thousands of wandering goats. Housewives do not need a clothesline, they can just hang the wash on the cactus spines to dry.

Scattered all over the island is a strange stunted tree called the divi-divi, which is shaped like an inverted "L" with its bushy upper half bent parallel to the ground. All the divi-divi trees point in the same direction — southwest — because the trade winds blow continuously day and night, from the north-east. The divi-divi, a sort of symbol of Aruba, is a natural weathervane.

On an afternoon drive, tourists can visit a cave where bats fly about in the darkness, a natural bridge, a park filled with giant boulders and an abandoned gold mine and gold mill. The pleasant little capital city, Oranjestad, offers free-port shopping.

The NY Echo-correspondent believes in the usefulness to report the reader about this contribution to build up "the image of Aruba" in American newspapers. He believes also that it is an increasing difficulty to maintain this kind of publicity on the level it has reached in a short time. But the "hidden persuaders" who conduct this campaign will always find inspiration in the beauty and in the manifold possibilities of "the breeze-swept island of Aruba that has increasingly become popular with Americans."

BEGROTING 1962

Bij de behandeling van de Begroting van het Eiland-gebied Aruba in de laatste week van november (Begroting 1962), is het hiernavolgende ons opgevallen. Wederom werd de Begroting op tijd ingediend en in korte tijd aangenomen. Het was verheugend dat geen nieuwe belastingvoorstellen werden gedaan, al werden de in 1960 tijdelijk geheven 15% opcenten op de Winstbelasting, ter dekking van de Werkloosheidsbestrijding, (praktisch automatisch) verlengd. Dit niettegenstaande het feit, dat vanaf 1 januari 1962 geen fondsen voor werkloosheidsbestrijding noodzakelijk zijn. Algemeen werd aan het Bestuurscollege, de Gedeputeerde van Financiën en de Minister van de Financiën van de Antillen lof toegevaard bij het bereiken van resultaten, met betrekking tot de urgentieprojecten voor Aruba. Ook de Nederlandse Regering deelde in deze lof.

Dat de Eilandsraad in veel opzichten grote eensgezindheid toonde, bleek ook nog uit enkele unaniem aangenomen resoluties, waarvan een betrekking had op een brief, door het B.C. te schrijven aan de President van de U.S.A. m.b.t. de heropening van het Amerikaanse Consulaat op Aruba (Motie Werleman). Hierin werd ook de grote activiteit gememoreerd op dit gebied van de Arubaanse Vereniging voor Handel en Industrie.

De financieringsvoorstellen van het B.C. voor de nieuwe projecten werden unaniem aangenomen.

Sterk trok de aandacht, de terzake kundigheid betreffende zijn portefeuille, van Gedeputeerde W. C. Anslin, bij de begrotingsbehandeling, in aanmerking genomen de korte tijd, dat hij als Gedeputeerde optreedt, zonder uiteraard aan de capaciteit van zijn collega's tekort te willen doen.



ASTORIA HOTEL en RESTAURANT
ARUBA RESTAURANT en
NEW YORK RESTAURANT



Site of the new Chemical Companies.

Groundbreaking Barcadera

We did not realize we had one, but this seems to be the rainy season. For days on end, it has been raining now with the exception of Sunday, December 10th, 1961 from 4.00 p.m. till 6.00 p.m. At that moment the official inauguration of the construction of the Chemical Plants at Barcadera took place. Facing the elements, people arrived with raincoats, hats and umbrellas and as a consequence were quite unrecognizable. The Acting Governor of the Netherlands Antilles, Mr. Chr. Winkel GAZn. concluded the first speech, in which he had outlined the need for industrialization, by saying that he thanked the Aruba Chemical Industries en the Antilles Chemical Industries for the trust they placed in our country and assured them that this trust would not be put to shame. The Lt. Governor of Aruba, Mr. F. J. C. Beaujon, held speeches in three languages. He praised the promotor, the Minister of Finance, Mr. J. E. Irausquin, the father of these plans and others, all resulting in the diversification of the economy, the Deputy of Economic Affairs, Mr. Oscar S. Henriquez, the driving force, who puts those plans into practice, the Heads of the Departments and all others, who have worked so hard for more than two years to get the projects realized. Mr. Henriquez himself spoke in Papiament, without notes, gave all the pertinent facts and figures. Deputy Frans Wernet explained the relationship between

power- and waterplant and the new chemical industries.

Underneath we give verbally the speeches we happen to have in English.

They are by the Prime Minister, Mr. E. Jonkheer, the Minister of Finance, Mr. J. E. Irausquin, and the President of both new chemical industries, Mr. J. J. Waybright. Thereupon the Lt. Governor with his deputies took a drill each and started the actual ground breaking. The hard rock had to give way against the combined furor, in which Mr. Wernet excelled. The Minister of Finance was not to be outdone, he blasted a whole load of dynamite, as the symbolic start of the construction of the adjacent industrial harbour. The ceremony was in the capable hands of Mr. N. Piña Lampe, Head of the Information Service. The rain stopped when he opened the ceremony and the clouds started weeping again when hearing the band's rendering of the National Anthem, which was very bad. This, however, could not damp the spirits of those present. The concluding drilling and blasting was the ending, dynamic note of this happy undertaking. Important as this undertaking may be, we have the feeling that this is only the start. This could well serve as the base of more to come. December 10th, 1961 is a memorable day for the whole Netherlands Antilles and for Aruba.

Mr. E. Jonkheer, Minister-President, spoke as follows:

Ladies and gentlemen,

The importance of this day for Aruba, for the Netherlands Antilles as a whole, and for all of us, gathered here to express our cognizance of it, cannot be overestimated.

In a fast changing world, beset by problems of enormous complexity, the Netherlands Antilles are new at the task of managing their own affairs.

With many new nations who share the urgent problem of providing for our people through stepped up industrialization. Among these nations we are fortunate in having had our basic training in industry already and in being able to provide the climate of stability in which industry can prosper.

I do not believe I would startle our guests if I told them they are welcome in the Netherlands Antilles. We make no secret of it, that we keep our red carpet handy. We need investors, we need industry, we need tourists, for high as the standard of living in the Netherlands Antilles may be, compared to that in many of our neighbourcountries, it will be no mean task to maintain this level in the face of our fast population-growth, and to provide the education and the social benefits, which our government feels incumbent upon itself to make available to the people whose trust it has received.

However, I would like to say this to the people of our country:

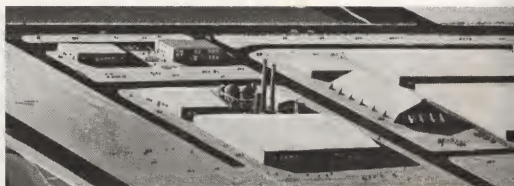
Our islands are small and poor in natural resources. We are happy, that the efforts we have made to attract new industrial establishment are bearing fruit, for it appears

that what we have to offer can be a basis for new enterprise on as large a scale as of that whose launching we witness today.

But let our people not overestimate our attractiveness, let them not abdicate their share of responsibility in their government's efforts to keep the Netherlands Antilles a place where thousands find a livelihood, while nature looks on in utter astonishment. Yes, our natural resources are our people. They can build up our strength, but they could also sap it. Our high standard of living will have to be defended, not by reckless attempts to reap the budding fruit and mortgage the harvest, but by responsible, freely committed action by all in our community, who realize that in order to keep receiving they must know how to give. Jealous as we are of our high living-standard, we must realize that it represents a strain on our competitive position. I urge the people of the Netherlands Antilles not to seek small immediate gain, which by aggravating this strain would hold the seeds of far greater loss in the future.

To our foreign friends I should like to say: We stand at the beginning of what promises to be a long and fruitful relationship. We intend to meet all our obligations. We shall continue to search for additional means not only to make our country attractive for the establishment of new industry, but to provide for continuing and improving facilities for those who in helping themselves are already helping us.

May your enterprise be blessed with success.



Marquette of chemical projects in Aruba, officially commenced on D



H.E. J. E. Irausquin, Minister of Finance, originator of ideas for Chemical Industry in Aruba, said:

We are about to initiate a series of works, which are of the utmost importance for Aruba and in some respects even for the whole of the Netherlands Antilles. After almost two years of incessant negotiations, this goal has been reached and it was a long and tiresome way with many obstacles. We had very little to offer to the foreign investors as an incentive, except some fiscal facilities. We had no raw materials of high quality and in abundance to offer them, nor a home market for their manufactured products, but on the other hand we were in a position to offer them a stable government, law, order and peace. However little this may be, it created necessary confidence in the Government and the people of Aruba, which is the indispensable basis of all successful enterprises.

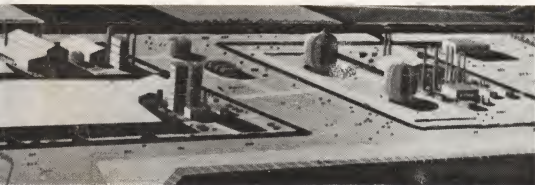
To the people of Aruba I make an appeal not to put to shame this confidence of our foreign friends in us and to always try to understand them, as their problems are ours and ours are theirs. Only with understanding, goodwill and cooperation we can find a satisfactory solution for the difficulties which still lie ahead.

In our daily life almost in everything some difficulty is encountered and nothing is achieved without hard work and the will to solve the problems.

I vividly remember that in December last year, when our plans for these chemical plants were beginning to fade, I requested an interview with a director of the Standard Oil of New Jersey to discuss the matter of the ammonia plant. On the appointed day a snowstorm was blowing hard in New York and the snow was lying feet high in the streets; traffic came to a complete standstill and there was not a single taxicab to perceive. I had to walk from my hotel at Lexington Avenue and 42nd. street to the 6th Avenue and 50th. street. When I arrived at 30 Rockefeller Plaza I was more dead than alive; I was not prepared for winter and had only a thin overcoat on. Perhaps my moribund appearance convinced my party of the necessity to build this plant on Aruba; anyhow, an important decision was taken on that day as a result of this interview and in my memory these chemical plants, which will arise after a while on this plot will always be associated with the experience of a snowstorm on a December morning in New York.

But difficulties are there to be overcome and if we are afraid of them and don't have the courage and spirit to overcome them, we cannot accept the challenge and shoulder the responsibility to make something out of the six small barren islands in the Caribbean Sea, which comprise the Netherlands Antilles.

Apart from providing work for many people in Aruba, especially during the construction time, which will be a welcome help to solve our unemployment problem, these chemical enterprises will undeniably broaden the basis of our economy, which is an imperative necessity under our present conditions and will lead the way for further industrialization.



c. 10 an enterprise, largely financed by Standard Oil Corp.

A happy circumstance in this connection is our association with the European common market, which opens tremendous prospects for us.

The possibilities are there and the climate is favourable. However it will demand a tremendous effort and lot of hard work from us before we can translate these possibilities into real progress. And to achieve this goal we must have the undivided cooperation of the people of Aruba. Only through this cooperation. Last but not least I may express our appreciation to the management of the Standard Oil of New Jersey, New York and the Chemical Industries of Cincinnati, Ohio, for their confidence and they

may rest assured that we will always cooperate with them to the fullest extent possible.

To the Executive and Island Council of Aruba our appreciation for their vision and indefatigable efforts and to the people of Aruba my sincere congratulations with the success obtained.

In conclusion may I express the hope that the people of Aruba will always retain a spirit of cooperation, goodwill and understanding and that the chimneys of the plants to be erected, once started, will never stop to smoke and that they will stand high in the sky as a symbol of that spirit.

(The following text is the speech given by J. J. Waybright, president of the Antilles Chemical Company, at the Barcadera groundbreaking ceremonies, Sunday, Dec. 10.

Your Excellencies, the Governor of the Netherlands Antilles and Ministers — Your Honor, the Lieutenant Governor of Aruba — Ladies and Gentlemen.

The Antilles Chemical Company and the Aruba Chemical Industries are proud and happy, indeed, that all of you have taken time this Sunday afternoon to join in the symbolic beginning of the construction of our large fertilizer complex.

The land around us is disturbed. The alocs that once grew here and at one period in the island's history were a source of income, have given way to the structural and economic development so definitive in Aruba's pattern for progress. True, there are no large pieces of equipment no huge stores of building material at this site at the moment. This does not mean that we have not been busy. Quite the contrary. In many parts of the United States and Europe technical personnel have been working on plane and projects which when fitted together on this location will form Aruba's fertilizer complex. Many months of design engineering have brought construction plans to near completion. In the United States and Europe, manufacturers are fabricating equipment of varied sizes, shapes

and weights that will soon be loaded aboard ships destined for Oranjestad. Not too long from now the dramatic part of the fertilizer complex construction will begin.

Not far from where we are standing large furnace towers and compressors will be erected. These units will use refinery gas from Lago as raw material. A pipeline will be the gas carrier from the refinery to this site. Hydrogen will be removed from the gas and combined with nitrogen taken from the air to form ammonia.

The ammonia at this stage will be refrigerated and stored in large insulated tanks. This product, which will be produced in quantity will be transferred by pipeline to the fertilizer plant. Some of the ammonia produced in Aruba will be exported on a tanker converted specifically for this type product. Incidentally, this tanker will not be a newcomer to Aruba. Some years ago it carried crude to Aruba and finished products to world markets. I think it interesting that once again this tanker will be transporting products manufactured in Aruba to distant lands.

With ammonia, phosphate, potash and auxiliary agents, the Aruba Chemical Industries will manufacture high grade, balanced fertilizers. Additional facilities will be built here to bag the fertilizer, store it, and load it on ships. The land we are standing on will provide the foundation for the manufacturing plants, and the configuration of the protected lagoon will be changed through the gov-